

BM62G3 – PERILAKU KONSUMEN

PERILAKU KONSUMEN DAN STRATEGI PEMASARAN

OSA OMAR SHARIF

S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



Robot Penilaian

- **Tugas 1** : **15 %**
- **Tugas 2** : **15 %**
- **Manner & Aktivitas** : **10%**
- **UTS** : **30 %**
- **UAS** : **30 %**

TOTAL : **100%**

Buku Teks

Hawkins, D.I., & Mothersbaugh, D.L. (2010).
Consumer Behavior Building Marketing Strategy.
13th edition. Mc-Graw Hill.

RENCANA PEMBELAJARAN SEMESTER

Date	No	Topik Bahasan	Referensi	Grup
	1	Pendahuluan; Pembagian 10 kelompok & Objek; Ketua Kelas	Chapter 1	
	2	Perilaku Konsumen dan Strategi Marketing	Chapter 1	All
	3	Cross-cultural variations in consumer behavior	Chapter 2	1
	4	Group influence on consumer behavior	Chapter 7	2
	5	Perception	Chapter 8	3
	6	Learning, memory, and product positioning	Chapter 9	4
	7	Motivation, Personality, and emotion	Chapter 10	5
	8	Ujian Tengah Semester		
	9	Attitudes and influencing attitudes	Chapter 11	6
	10	Self-concept and lifestyle	Chapter 12	7
	11	Situational influences; Consumer decision process & problem recognition (KULIAH UMUM-RESUME)	Chapter 13&14	
	12	Information search; Alternative evaluation & problem	Chapter 15&16	8
	13	Outlet selection & purchase	Chapter 17	9
	14	Post purchase processes, customer satisfaction, and customer	Chapter 18	10
	15	Presentasi Tugas		All
	16	Ujian Akhir Semester		

A decorative graphic in the top-left corner consisting of several overlapping triangles in various shades of red and pink, some pointing towards the center and others outwards.

▶ What is Consumer Behavior?

- The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.





Apa yang dipasarkan?



Applications of Consumer Behavior



Marketing Strategy

To satisfy target consumer needs



Regulatory Policy

To protect consumers



Social Marketing

To help consumers



Informed Individuals

To better understand how societies function



Marketing Strategy & Consumer Behavior

What is Customer Value?


The difference between all the benefits derived from a total product and all the costs of acquiring those benefits.

What is required of a firm to provide superior customer value?

It must do a better job of anticipating and reacting to customer needs than the competition does.

What role does consumer behavior play in creating superior customer value?

An understanding of consumer behavior is the basis for marketing strategy formulation, and the consumer's reaction to this marketing strategy ultimately determines the firm's success or failure.



Marketing Strategy & Consumer Behavior





Market Segment Attractiveness

<i>Criterion</i>	<i>Score*</i>
Segment size	_____
Segment growth rate	_____
Competitor strength	_____
Customer satisfaction with existing products	_____
Fit with company image	_____
Fit with company objectives	_____
Fit with company resources	_____
Distribution available	_____
Investment required	_____
Stability/predictability	_____
Cost to serve	_____
Sustainable advantage available	_____
Communications channels available	_____
Risk	_____
Other (_____)	_____



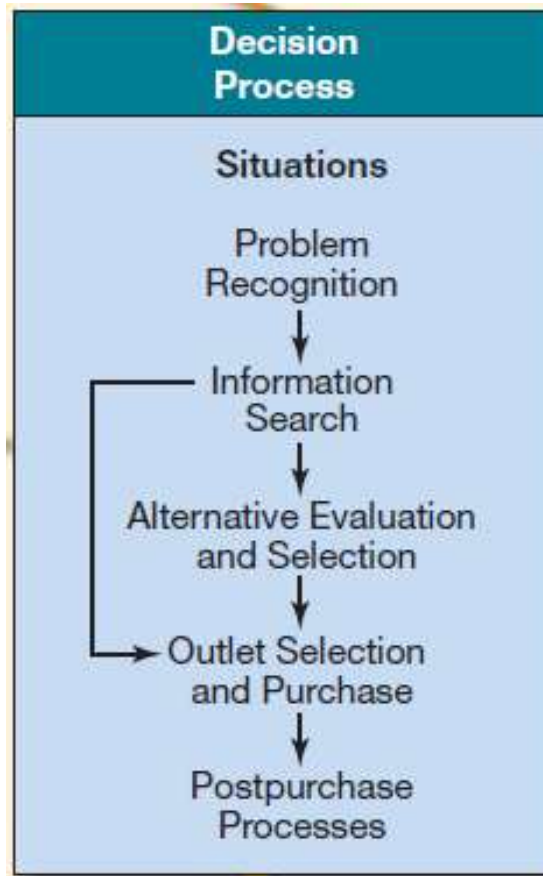
A decorative graphic in the top-left corner consisting of overlapping triangles in various shades of red and white, creating a complex geometric pattern.

Marketing Strategy

- How will we provide superior customer value to our target market?
- Marketing Mix
 - The Product
 - Communications
 - Price
 - Distribution
 - Service



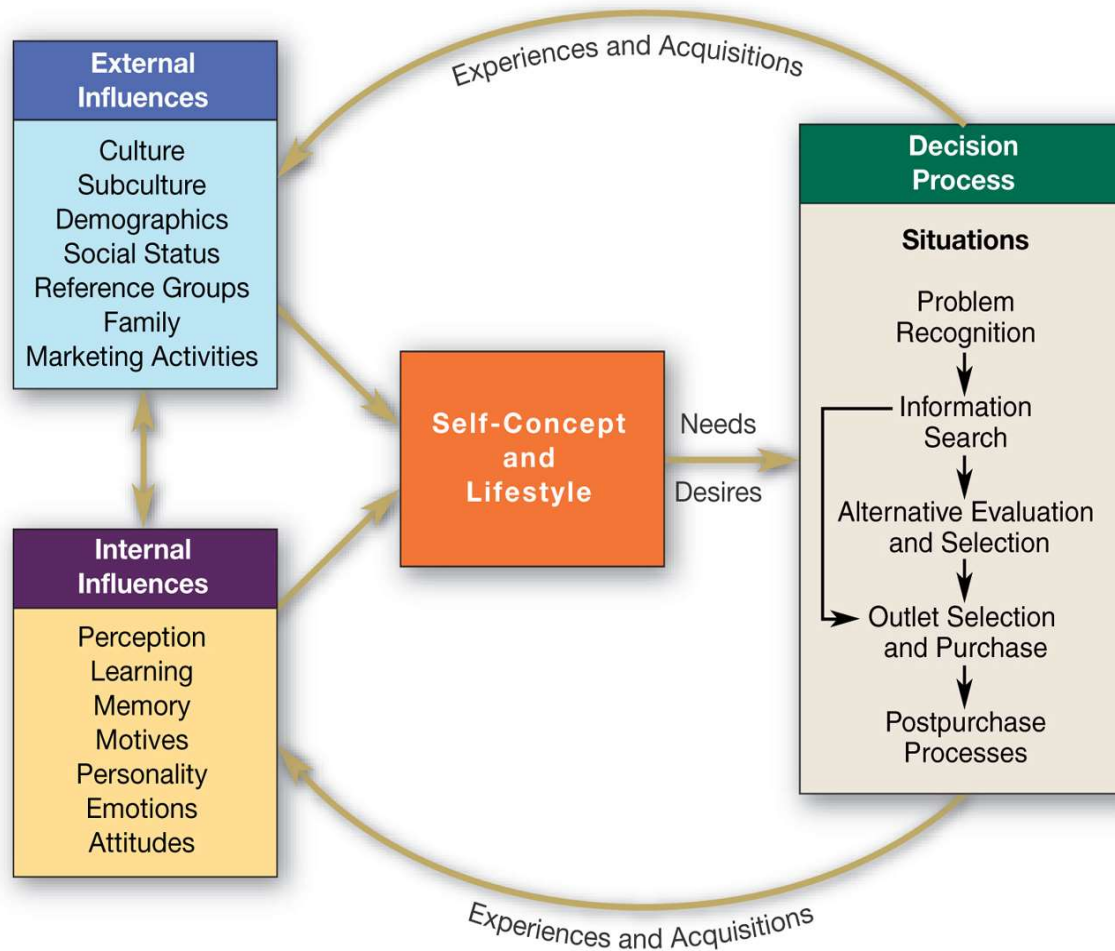
Consumer Decision Process



Outcomes

- **Firm:**
 - Product positioning
 - Sales
 - Customer Satisfaction
- **Individual:**
 - Need Satisfaction
 - Injurious Consumption
- **Society:**
 - Economic
 - Physical Environment
 - Social Welfare

Overall Model Of Consumer Behavior



THANK YOU